

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims**

1-43. (Canceled)

44. (New) A method of reducing an off-odor, the off-odor being produced by a product, comprising the step of providing an off-odor eliminating compound, wherein the compound comprises linoleic acid.

45. (New) The method of claim 44, wherein the product is contained in a package comprising an interior surface and a strip, the strip being applied to the interior surface, and wherein the compound is contained in the strip.

46. (New) A packaging material, comprising:  
a packaging material layer; and  
an off-odor eliminating compound,  
wherein the compound comprises linoleic acid.

47. (New) The packaging material of claim 46, wherein the packaging material layer comprising an interior surface and a strip, the strip being applied to the interior surface, and wherein the compound is contained in the strip.

48. (New)      A product package, comprising:  
                 a product;  
                 a package containing said product; and  
                 a material impregnated with an off-odor eliminating compound,  
                 wherein the compound comprises linoleic acid.
49. (New)      The product package of claim 48, the package having an interior surface, and the  
material comprising a strip, wherein the strip is applied to the interior surface.
50. (New)      The product package of claim 49, the interior surface comprising a package seal,  
wherein the strip is affixed to the package seal.
51. (New)      The product package of claim 48, wherein the product is edible.
52. (New)      The product package of claim 48, wherein the package comprises a resealable  
pouch.